

ABSTRACT

Almost all Indonesians are still unaware of local instant messaging applications but use foreign country instant messaging applications loyally. Chatting is one of the most important needs for people in the world, it moves Indonesians to create an instant messaging application called ChatAja which is managed under the auspices of PT. Telecommunication Indonesia. This study using qualitative methods which has a purpose to know about ChatAja Messenger Marketing Communication Strategy in Social Media using the Machfoedz concept of thinking on Modern Marketing Communications, namely Effective Marketing Communication Strategies. In the Message Strategy, ChatAja Communication Contents have 5 categories, there are product how to, reviews and testimonials, material that provokes conversation with the audience, jokes, and holidays but is conditioned again according to the situation. The creative message combines the appeal of informational and emotional messages. In the Media Strategy, ChatAja Media Selection uses Instagram, Facebook, Youtube, LinkedIn, Twitter and TikTok which are used according to the type of message and from the start it has determined the media to introduce the product to the target audience. The Consumer Gap in each social media has a golden time difference, but the average time is 3 pm - 7 pm.

Keyword: instant messaging applications, marketing communication strategy, message strategy, media strategy, social media.